

## ABSTRACT

The present invention includes a method and system for interactive Internet advertising and e-commerce. The method and system delivers advertisements to viewers wherein a viewer is rewarded for viewing advertisements by being offered the opportunity to win prizes, request information from the advertiser or link directly to the advertiser's e-commerce site. In one embodiment the advertisements are delivered in series as interstitial, full-screen or full browser window, static or dynamic ads. In a further embodiment, the viewers are offered the opportunity to win prizes, request information, or link to the advertiser's web site only after viewing the ad for a period of time without having these opportunities.